

Atty. Docket No. 696.002

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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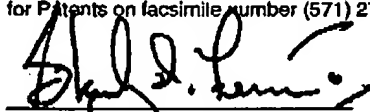
SEP 26 2005

In re Application of : Srinivasan et al.  
Serial No. : 09/804,735 Examiner : Jean Janier  
Filed : March 13, 2001 Art Unit : 3622  
For : DETERMINING THE EFFECTIVENESS OF  
INTERNET ADVERTISING (as amended)

September 26, 2005

**PETITION AND FEE FOR EXTENSION OF TIME  
PURSUANT TO 37 C.F.R. § 1.136(a)**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being transmitted by facsimile to the Commissioner for Patents on facsimile number (571) 273-8300 on September 26, 2005.



Stanley D. Ference III  
Reg. No. 33,879

September 26, 2005  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Applicant(s) hereby petitions for an extension of time for a total period of two (2) months through and including September 26, 2005 (the next succeeding day which is not a Saturday or Sunday) to respond to the Office Action mailed on April 25, 2005. If an additional extension of time is required to insure that this paper is timely filed, please consider this a petition therefor.

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The Response for which this extension is requested is filed herewith.

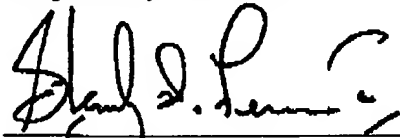
Applicant is a small entity and the extension fee required under 37 C.F.R. §

1.17(a)-(d) is calculated below:

	large entity	small entity
( ) one month	\$120	\$60
( X ) two months	\$450	\$225
( ) three months	\$1,020	\$510
( ) four months	\$1,590	\$795
( ) five months	\$2,160	\$1,080

Attached hereto is a completed Credit Card Payment Form. Please charge the credit card identified thereon in the amount of \$225.00 to cover the extension of time fee for two (2) month. The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment to the credit card identified in the attached Credit Card Payment Form.

Respectfully submitted,



Stanley D. Ference III  
Registration No. 33,879

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